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FOR IMMEDIATE RELEASE

Metro Red Line Stops At Front Door of New Development
MTA GIVING OUT COUPONS FOR SPECIAL OFFERS AT LA'S NEWEST
ENTERTAINMENT AND RETAIL DESTINATION, HOLLYWOOD & HIGHLAND

Metro Bus and Rail customers who plan to visit Hollywood & Highland, a new \$615 million retail/entertainment complex opening in Hollywood above the MTA's Hollywood/Highland Metro Red Line subway station Nov. 9, can receive coupons good for special offers from more than 30 participating stores and restaurants.

To receive the "Hollywood & Highland VIP Backstage Pass" booklet containing the special offers, Metro customers must bring the coupon portion of "Next Stop Stardom" take-one cards, being distributed on Metro Rail and the Metro Bus system, to the Customer Service Desk at Hollywood & Highland. The coupons also are available at MTA Customer Centers and at various pass and token sales locations. The public also can call MTA at 1-800-COMMUTE to request coupons.

The cards also show customers how to take Metro Rail to Hollywood as well as City Walk at Universal Studios.

Among merchants offering special discounts at Hollywood & Highland are: Aldo Shoes, Argenti, Book City, Kodak Image Center, Hollywood Walk of Fame Tour, Optique Vivendi, Dejaun Jewelers, Debbie Reynolds' Hollywood Motion Picture Collection, Cupid's Hot Dogs, Cold Stone Creamery and Johnny Rockets. Other merchants include Build-A-Bear Workshop, Sephora, Shangri-La Dee Da, Sport Americana, Sun's Up, Origins, Café Mozart of Europe, Twist at Renaissance Hollywood Hotel, Fresh Fire

MORE...

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Kabob, and others.

Hollywood is only minutes away when traveling on the Metro Red Line or from any of Metro Rail's 50 stations in LA County.

Metro Red Line passengers can travel from the North Hollywood Metro Red Line station and arrive at Hollywood & Highland in eight minutes; from the Universal City station in four minutes and from Union Station in 21 minutes.

The Metro Red Line subway also links up with the light rail Metro Blue and Green lines which serve Long Beach, Redondo Beach, Compton, Norwalk, Watts and other communities.

Metro Red Line trains stop at Hollywood & Highland approximately every five minutes during rush hour and every 10 minutes at other times. The Metro Red Line operates from 5 a.m. to 11:30 p.m. Basic cash fare is \$1.35 with a 25 cent transfer fee. Weekly, semi-monthly and monthly passes are available for purchase as well as discounts for seniors and the disabled.

MTA ambassadors in vests will be stationed at the Hollywood/Highland Metro Red Line station from November 9 through November 18 during peak hours to help assist new Metro Rail customers.

For more information regarding the Metro System, call 1-800-COMMUTE or visit MTA's website at www.mta.net.

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